

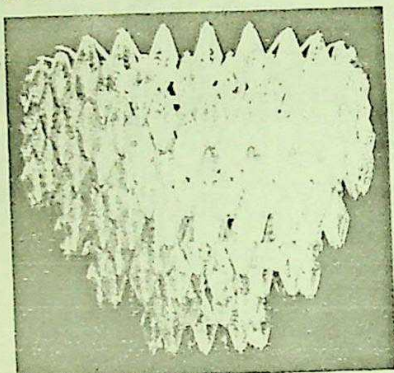
D48/3

Max Haber IMPORTERS

GLASS from
SWEDEN,
ITALY and
GERMANY

made to lamp
manufacturers'
specifications

Max Haber IMPORTERS



Imported
**CRYSTAL &
MODERN
CHANDELIERS**

Max Haber IMPORTERS

1661 VENICE BLVD.
LOS ANGELES, CALIF.
PHONE: 213 389-6334

**DECORATIVE
BULBS** from
Holland & Japan

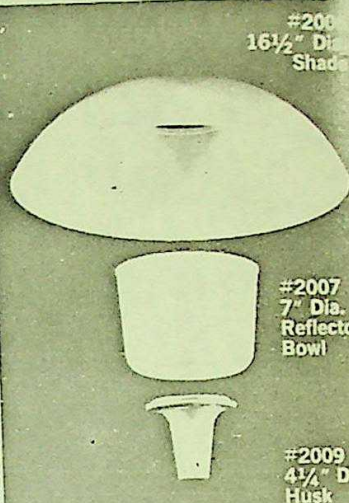
HOLDERS, SHADE (continued)
Kirshenbaum & Sherman
Kling Metal Spinning & Stamping Corp.
L & L White Metal Casting Corp.
Lighting Parts, Inc.
Metropolis Metal Spinning & Stamping
Silvine Importers, Inc.
Standard Arm Works, Inc.
Star Casting Corp.
Supreme Metal Products Co.
Teddy's Lamp & Lighting Fixture Parts
Topco, Inc.
Universal Metal Chain Co.
Yorkville Metal Products Co.

HOOKS
Allen-Stevens Conduit Fittings Corp.
Angelo Bros Co.
Bergen Point Brass Foundry, Inc.
Berman Co., Louis G.
Crystal Lamp Parts
de Sherbinin Products, Inc., W. N.
Ever-Brite Products Corp.
Finial House, Inc., The
Gearon-Sanders Co.
Gottfried, Inc., M.
Herter-Hoffeld Sales Co.
Holzgang Co., J. G.
Lighting Parts, Inc.
Teddy's Lamp & Lighting Fixture Parts
Yorkville Metal Products Co.

HUSKS
Albany Lamp Parts
Allegheny Steel & Brass Corp.
Angelo Bros. Co.
Bergen Point Brass Foundry, Inc.
Berger Machine Products, Inc.
Berman Co., Louis G.
Braun Co., J. G.
Crystal Lamp Parts
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Duralastic Lamp Products, Inc.
Ever-Brite Products Corp.
Finial House, Inc., The
Gearon-Sanders Co.
Gottfried, Inc., M.
Holzgang Co., J. G.
Kirshenbaum & Sherman
Kling Metal Spinning & Stamping Corp.
Leviton Mfg. Co.
Lighting Parts, Inc.
Marplex Co.
Rose, Meyer (Mike)
S.D.Z. Metal Spinning & Stamping Corp.
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Teddy's Lamp & Lighting Fixture Parts
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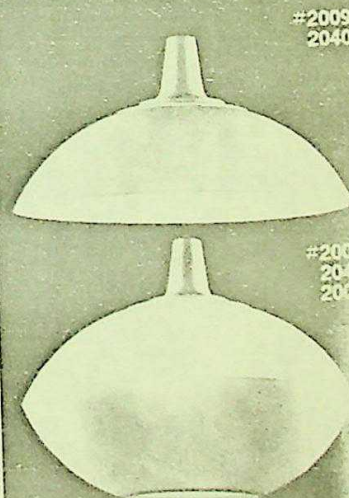
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ANOTHER VERSATILE **MARPLEX** PRODUCT



Three attractively styled components for desk or floor lamp assembly. Parts made of specifically formulated materials... thoroughly tested for heat resistance (for up to 150 Watt bulb)... specially treated to prevent dust deposits. Various stock color combinations of shade and husk.

Other uses illustrated below are: Hanging Fixtures or Torchieres. Double unit allows 2-color combination.



MARPLEX CO.
1930 West 139th Street
Gardena, California

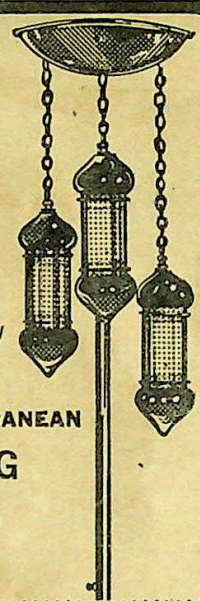
Represented by: Weingart & Lustig, Angeles 11, California • William Hawkins, Cleveland 30, Ohio • Kirshenbaum & Sherman, Brooklyn 22, New York • Richard J. Sanders, Chicago, Illinois

D48/20.1

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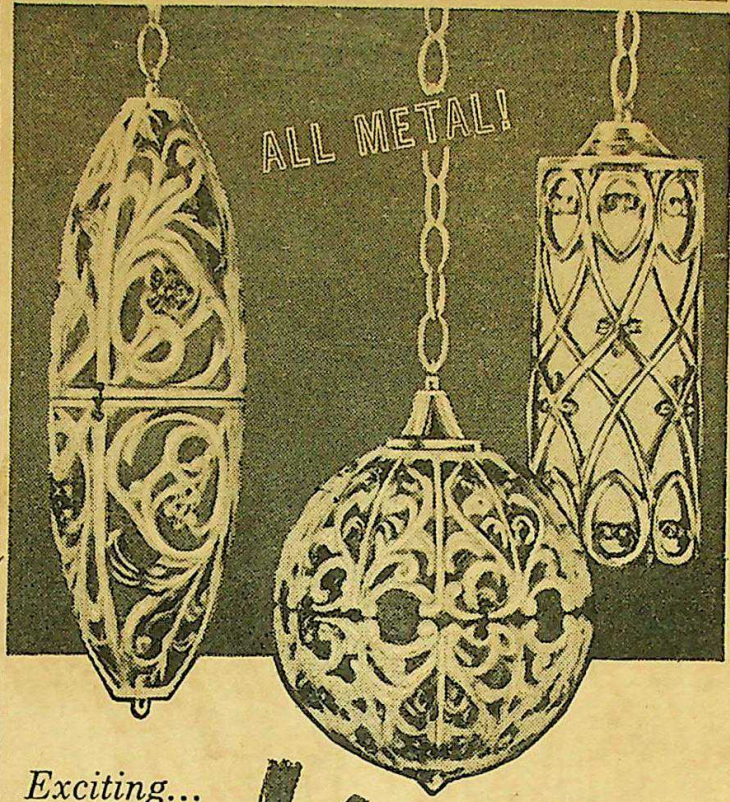
NEW
at
Deena
**MEDITERRANEAN
CEILING
LAMPS**



Deena **PRODUCTS CO.**
America's Largest Lamp Manufacturer
1130 S. WABASH • CHICAGO 5, ILL.

*Home Furnishing Daily
Oct. 15, 1962 J-p.1*

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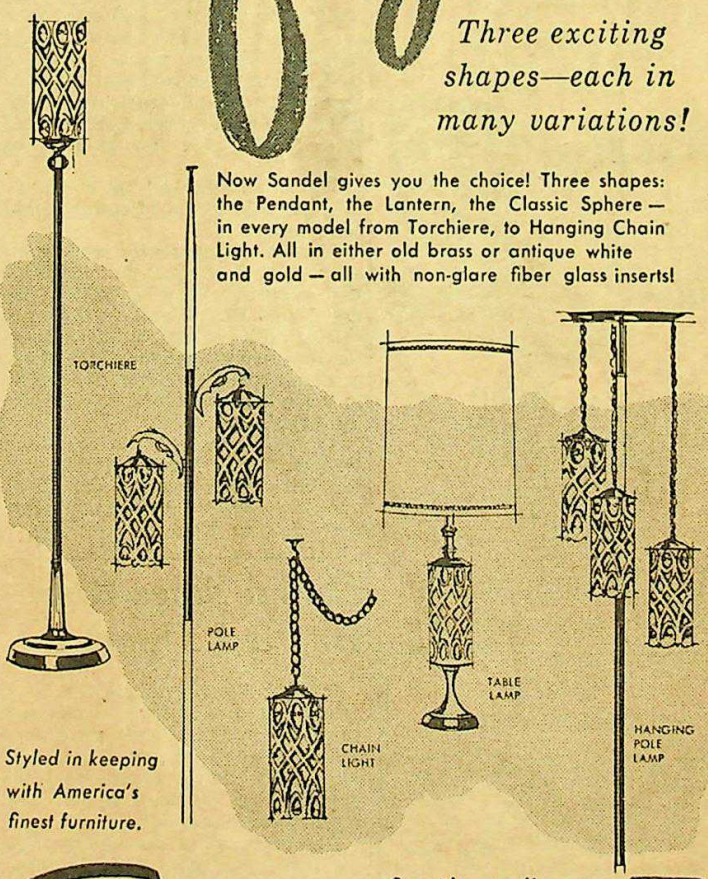
ALL METAL!

Exciting...
New...

Filigree

Three exciting
shapes—each in
many variations!

Now Sandel gives you the choice! Three shapes:
the Pendant, the Lantern, the Classic Sphere —
in every model from Torchere, to Hanging Chain
Light. All in either old brass or antique white
and gold — all with non-glare fiber glass inserts!



Styled in keeping
with America's
finest furniture.

Sandel

See them all —
Write today for
colorful brochure.



3618 So. Loomis Place Chicago 9, Ill. LAfayette 3-8010

19 HOME FURNISHINGS DAILY, MONDAY, APRIL 2, 1962

Ceiling Lamp Boy

A-25

JEANNETTE'S UP with a new concept in light shade design!

Jeannette's Up with EXTRA, 4 new textured patterns featuring white on white for subtle richness, maximum brightness. Available in four contemporary shapes, these modestly priced shades can be used on either pole or drop lights. Select from Marble, Mosaic, Tweed or Bamboo designs. All shades come in standard GL 60 screw thread.

For further information call your local representative or write:

Jeannette-McKee Glass Co.
Jeannette, Pennsylvania



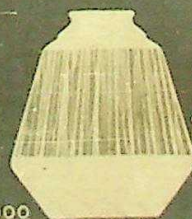
Marble



Mosaic



Tweed



Bamboo

Ceiling Box

AVAILABLE NOW

NEW 1961 CATALOG JUN 14 1961

U. S. PATENT OFFICE



ARTOLIER

Quality... new designs... BIG PROFITS... national advertising
... "Lantern Flair From Artolier"... and the guaranteed backing
of the Artolier Corp. *Where Quality and Design Show the Way*
See your Artolier salesman or write now for the all new '61 catalog.
Garfield, New Jersey

ending box

at the bottom consisting of a circle and two angled squares, with overall length 29" x 12" diameter. The metal louvers are available in white, red, blue, yellow, and brass. The cylinder can be specified in three different lampings, with one, four, or seven bulbs.

Write No. P-1103 on coupon, pg. 47

Wakefield Photometric unit

The Wakefield Photometric fixture, manufactured by the Wakefield Co., Vermilion, Ohio, is available in four-foot and eight-foot lengths, and is less than four inches deep. The unit is styled with an injection molded four-foot refractor in styrene or acrylic, easily removed without tools for relamping or c

The Photo either close c



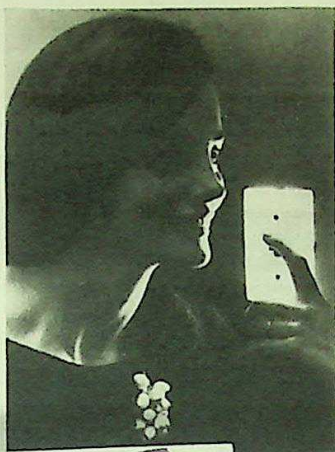
A sliding clamp mounting. Unlength. When crows, there is a efficiency is 67: brightness contr zone. No drip All steel parts There are no bolts, rivets, wel

Write No. P-11

Panelescent sv

An unusual s glow with a gu than five years a five cents a year by Sylvania Electric Products, Inc., 730 Third Ave., New York 17, N. Y. The Panelescent Nite-Lite switch plate will be usable wherever there are "single - toggle" switches, including homes, offices, hotels, motels, and factories.

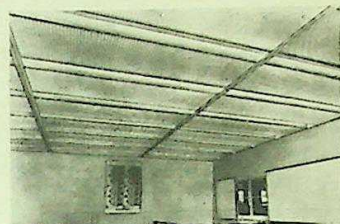
The switch plate contains a Panel- escent lamp that produces enough light to be visible through the white plastic covering on the lamp. When a switch is turned off, the Panelescent light is immediately activated and provides light. When the switch is turned on, the lamp is extinguished.



jacent to, rather than directly above, the shielding media, to create a bright and eye-catching, yet comfortable, environment.

The ceiling can be used for large open areas—supermarkets, department stores, drafting rooms, general offices, and other areas where high levels of illumination are required.

The system consists of eight-by-six-foot modular units, seven inches deep.



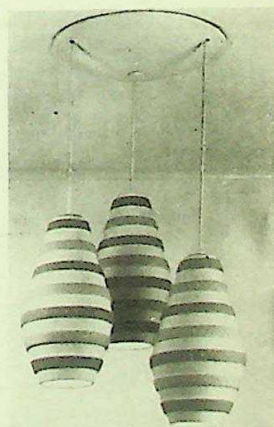
The Sonolume system requires no cavity depth and may be installed either flush to the ceiling or pendant-mounted by any conventional method. A patented hanger coupling bracket is provided for use at each intersecting joint to speed installation.

Write No. P-1106 on coupon, pg. 47

Lightcraft ceramic fixture

A unique new ceramic fixture that takes full advantage of the contemporary trend towards multi-colored matching of interior decors has been introduced by Lightcraft of California, 1600 W. Slauson Ave., Los Angeles.

Consisting of one or three ceramic



lights, each shade is designed in two-tone bands of coral, blue, or gray, with starlight piercing for dramatic lighting effect.

The Lightcraft ceramic fixture was

A-25

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n, pg. 47

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t combines en illum- of diffused nd absorp- ling media aft Corp.,

ng system a custom ular units and eco-

nomically. The modules float free from the walls, may be used as individual units or joined as an overall ceiling system.

Shielded by corrugated Contrax Soundsheet, the new ceiling system provides effective acoustical treatment, with a noise control coefficient of 0.70. Vinyl plastic shielding is also available. The system, with Power-Groove, delivers up to 200 footcandles of softly diffused illumination with an efficiency that approximates direct open installation. This is accomplished by positioning the lamps ad-

Ceiling box

Change Corporate Name

Aluminum Louvre Corporation (formerly American Louvre Corporation) 10 Anchor Street, Freeport, N. Y., has changed its corporate name in order to be definitely identified with the only product it makes—"aluminum louvres". Mr. Irving Greenberg, President of the company, explained that the new name would also overcome confusion in certain trade circles because of previous similarity in name with another unrelated firm. In the course of his recent visit to the west coast, Mr. Greenberg said that the new aluminum louvres received most favorable acceptance by the trade at the Los Angeles Lighting Show.

"Despite increasing production to meet the demand, there will be no compromise with the high quality of the product. The same close attention to details of construction, finish, and inspection will prevail as in the past," said Mr. Greenberg. Newly appointed representative for Aluminum Louvre Corporation on the west coast is L. N. Krieger Company (with whom Sandy Kofax of the Los Angeles Dodgers is associated).

Leviton Combination Quiet A.C. Switches Provide Dual Functions, Take Bigger Loads, Offer Duplex Economy

The Leviton Manufacturing Co., Inc. and its subsidiary American Insulated Wire Corp. offer a complete line of latest wiring devices and insulated wire and cable.

Featured among the many new Leviton items are the Leviton Combination Quiet A.C. Switches providing dual functions and duplex economy in a single gang box. The switches in these devices will withstand the full rated capacity of tungsten filament and fluorescent lamp loads, and up to 80% of switch ratings for motor control in combination with either a pilot light, power outlet, 3-wire U-ground power outlet or another A.C. switch.

In addition the Leviton Co. has added to all of its categories of devices including Lev-O-Lock, Interchangeable, Quickwire, Combination, Fluorescent & Incandescent, Wall Plates, Appliance, Weatherproof—to keep pace with the very latest electrical innovations and advances. These will better serve the Architect, Electrical Engineer, Contractor, Builder, Manufacturer and Designer.

Catalogs, literature and samples will be available on request. Write Leviton, 236 Greenpoint Ave., Brooklyn 22, N. Y.

Holmberg Issues Booklet on Production of Stampings

Highlights in the production of precision, close-tolerance stampings are graphically described in a booklet just issued by August W. Holmberg & Company of Flushing, N. Y.

Illustrated is the process from original tooling of the dies through to the final stampings, which are used in assemblies ranging from transistors to razor-blade dispensers. Progressive dies and automatic assembly applications are specially featured.

Copy describes the creative engineering, experience and original approach necessary to produce stampings to very close tolerances, and maintain these tolerances in large, continuous runs.

The booklet is available free on request from C. W. Holmberg, Jr., August W. Holmberg & Company, Inc., 133-31 39th Avenue, Flushing 54, N. Y.

New Sarna Catalog

S. S. Sarna, Inc. announces the publishing of their new Spring catalog. It has a complete line of new items for the home from India. Of particular interest is the new line of Sarnabronz lanterns, wall pulleys, ceiling pulleys and lantern combinations.

The catalog is available by written request on firm's stationery from: S. S. Sarna, Inc., 225 Fifth Avenue, New York, N. Y.

Booklet On Distribution Transformers for Floodlighting Installations

GEA-5683B, two page bulletin describes General Electric's pole-type transformers with new Permalox* insulation. The new insulation gives 20% added loadability with the same life as former transformers.

Publication gives detailed information on product features, and applications, and includes photographs, load application and rating tables. General Electric Company, Schenectady 5, New York.

A-25

KEE LITE

heat-resisting
globes
for your modern
and contemporary lines

Height: 8 1/2 inches



No. 2393



No. 2395



No. 2394



No. 2392

Height: 6 1/8 inches



No. 2390



No. 2389



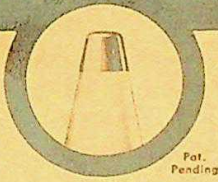
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No. 2391

NEW TYPE HOLDER!

Integral contour... no outside screws. Developed especially for machine-made glass in cooperation with Charles Richter Co., Mt. Vernon, N.Y.



These decorator-styled globes are heat-resisting opal glass... produced by low-cost, uniform machine methods. Fit any standard holder. They are available for immediate shipment in any quantity.

Profit now from the service, styling and economy afforded you by Thatcher Glass. No delay... no premium for heat-resisting glass.

Thatcher
Glass

Write for complete
specifications and prices

THATCHER GLASS MANUFACTURING CO., INC. JEANNETTE, PA.

ceiling box

A-25
new, authentic and original...

Contemporary Lighting

... a masterful collection of modern chandeliers, combining the luxury of hand-cut crystal and the simplicity of lustrous solid brass. New designs, meticulously crafted by skilled artisans... to enhance entrance foyers, dining and reception areas in homes, hotels, restaurants and smart shops. Exclusive with Sunbeam... America's only crystal house specializing in multi-color jeweled chandeliers. Write for Design Book III.

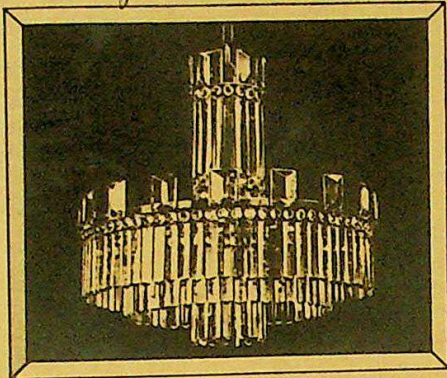
Sunbeam 3873: Styled after the famed Vienna Opera House chandelier. Water-white imported crystal... square-cut jewels, boldly scaled prisms... diamond-matched for color, purity, cut and size... in solid brass setting. Diam.: 22" ... Body Ht.: 21" ... 11 60W lamps, and 1 downlight.

Franchise territories available for top-caliber sales representatives, and for lighting showrooms qualified to sell this superb collection.



Sunbeam Lightingwares, Inc.

92-35 44th Street / Jamaica 33 NY / Republic 9-2020



Free Markstone "T-N-T" Wall Chart Shows 16 Different Hi-Hats from 4 Basic Housings

A new large, colorful Wall Chart, available free of cost to electrical contractors, wholesalers and dealers from Markstone Mfg. Co., Chicago, shows how to achieve 16 different finished lighting fixtures from only 4 basic round recessed "T-N-T" "Hi-Hat" housings.

The handy chart, measuring 15" by 21", illustrates the four housings (4-5 1/2" and 5 1/2" diameters, in shallow and deep can styles), as well as the wide variety of trims that can be used with each unit to suit any interior. Housings feature the patented Markstone "T-N-T" (Twist-N-Turn) time-saving mounting method.

The chart also shows available trims, including open, louvered, pin-point, perforated and tapered skirt. For shower lights or glass enclosed units, the Hi-Hat is available in Opal Drop, Fresnel, Magnifying Lens or flat Ferlux. Trim frame finishes are Polished Chrome, Polished Brass, Polished Copper, and Painted.

For a free copy of the useful Markstone T-N-T Wall Chart, write to Markstone Mfg. Co., 1531 N. King-bury St., Chicago 22, Illinois.

Halo Lighting Sales Meeting



Seated—Les DeWald, Walt Santmyer, Herb Kempner of Bloom Associates, Alfred G. Rifkin, Bill Parnham, Irv Gould, and Herb Groetzinger Jr. Standing, Mike Gerber, midwestern Div. Sales Mgr., Fred Gordon, Sec. Treas. of Halo, Bob Fremont, Pres. of Halo, Ted Lukralle, Bob Pierce, Dick Beddows, Herb Groetzinger, George Schreudt Jr. and Leo Slam, Eastern Divisional Sales Manager.

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Leo Slam, Eastern Div. Sales Mgr., Robert S. Fremont, Pres. Fred M. Gordon, Sec. Treas., view some Halo products.

Halo Lighting Products held their first Eastern Division Sales Meeting at the Vanderbilt Hotel in New York City with sixteen of their Eastern Divisional representatives.

The Eastern division of Halo is headed by Leo Slam.

The theme of the 1960 Halo program was set by Bob Fremont, President and Fred Gordon, Secretary-Treasurer of Halo. The theme, "NUMBER ONE IN SALES FOR 1960." They of course, refer to the dollar volume in the recessed lighting field. They are aiming at a \$7,000,000 net sales figure for the year of 1960 which should not be too difficult.

Ceiling box

Geri—that Geringer Gal—has certainly increased my correspondence the past month. Can't give out her message as yet, but why not write Geringer for information?

• • •

Jerry Silvers, new National Sales Manager for Globe Lighting—Commercial and Industrial Lighting departments.

• • •

Read LIGHTING for all the news.

• • •

E J S Los Angeles, have just increased their plant with an additional 25,000 square feet of space.

• • •

Leviton now making a series of lamp holders for multi-power-groove. Write them for complete details.

• • •

Ruby-Philite and Philite Radiant, Long Island City, N. Y. gave a Christmas party for all their employees on December 24th. Everyone attending was given a large turkey.

• • •

Have you ordered your 1960 copy of the LIGHTING Industry Catalog and Directory?

• • •

We tried the new Greyhound Delivery Service recently—Philadelphia to New York—and got a package within five hours and this was during the Christmas Rush. Try it.

• • •

Philite-Radiant new line of crystal trim fixtures making a big hit.

• • •

Greene Bros. Lighting now at 962 Third Avenue, moving to 1059 Third Avenue on March 15th. Need more show room space.

• • •

Read our Lighting News Letter in every issue and keep posted.

• • •

We hope to have that lunch with Charlie Rosen of Artolier before this issue goes to press. This luncheon has been pending since last March.

• • •

Are you planning to attend the New York Lamp Show January 17-22nd? Better make Hotel reservations.

• • •

Henry Cooper—Manufacturers Rep., Columbus, Ohio, spent a week in the East in December.

• • •

Eastern Coast Lighting & Electric Supply Co., Staten Island, N. Y., hope to be in their New Home by January 15th.

• • •

Phil Young—Neo Ray, New York, passed away in December and was buried December 29th. He had been ill for some time. Mr. Young was one of the owners of the company and was well known in the lighting industry.

A-25

Geri, The Geringer Gal Sez...
"GERINGER FIXTURES
ARE SO ELEGANT!"

"Just sitting here under No. 788 (right) makes me feel so stylish. This Golden Line Pull Down is 15" in diameter finished in polished brass with three-way bottom turn switch. It holds three 100 Watt bulbs and adjusts 20"-60" from ceiling. It retails about \$56. No. 48 on left is a 6" diameter fixture. Hang straight swivel. Finished in polished brass. It retails about \$15.50."



THE LINE DESIGNED WITH YOU IN MIND

GERINGER

LIGHTING

GERINGER & SONS MFG. CORP.

Factory & Offices: Peekskill, New York

ASK YOUR GERINGER REPRESENTATIVE
FOR YOUR SET OF GERINGER GALS

Ceiling only

"THE SMART LOOK"



Leading Fixture Manufacturers are now **FEATURING**
KOLORED KOILED KORDS.

Schrader Dual Purpose Pulleys have been re-engineered,
redesigned and reinforced for heavier applications,
Nylon Bearings for noiseless efficiency have been added.



W. 3000 P.D. — 22 inch diameter.

Write for complete catalog

Patent #2,750,492 EXCLUSIVE LICENSE OF
VERTICAL NIPPLE FEATURED.

Schrader
DUAL APPLICATION PULLEY

"Color Sells"

- Positive stop in position desired
- Fool-proof adjustment
- Schrader Pulley will handle up to 25 lbs.
- Coiled Kords now available (U.L. Approved)

National Representatives: **B. A. WILLIAMS SALES CO., 8527 Venice Boulevard, Los Angeles, Cal.**
SCHRADER PULLEY DIVISION—1146 E. Washington St., Phoenix, Arizona

Durotest's New 1958 Fluomeric Lamp

First manufactured in 1956 today an improved Fluomeric is now available. Among its many important features, this new model incorporates a hard-glass, heat-resistant outer bulb plus an extra-sturdy brass strap base. Duro-Test president Walter H. Simson says, "Now this new dimension in lighting has been ex-



tended to outdoor uses as well as a great many indoor applications."

Manufactured in wattages of 450 and 750, the 1958 Fluomeric is designed to burn 6000 to 12,000 hours, yielding 30 lumens per watt, with an efficiency almost double that of incandescent lamps. Because of its extremely long life, it reduces maintenance costs in high bay areas, on poles, or in other hard-to-reach locations that make replacement difficult and sometimes hazardous.

To produce a brilliant light with superior color rendition, the Fluomeric combines incandescent, fluorescent and mercury vapor principles in this way: (1) pure tungsten incandescent filament provides predominantly orange light; (2) mercury vapor arc tube supplies blue and green light mainly; (3) fluorescent phosphors add a deep red factor. All of these combine to produce a full-spectrum golden-white light of high intensity.

The 1958 Fluomeric's ultra-durex hard glass was developed to insure resistance to sudden temperature changes at bulb surface as well as protecting against impact of insects, drafts, moisture and the corrosive action of chemical fumes that are by-products of many industrial and manufacturing operations.

The lamp's new brass strap base provides additional strength. It supports the lamp well up on the neck, preventing strain in the area where stem flare and bulb are sealed. It resists twisting strains when the lamp is screwed in or removed from socket. Strap and supports are asbestos-lined to compensate for expansion difference between glass and brass.

Other features of the 1958 Fluomeric include newly designed electrodes; new gas formula enriched with argon to increase efficiency and light output without raising surface temperature; mica-heat-shielding disc that deflects heat away from the lamp base and socket; and improved arc burner assembly design; and shorter, stronger spring supports for added protection against shock and vibration.

In addition to its multiple indoor uses, the Fluomeric is recommended for outdoor installations such as service stations, parking lots, freight yards, amusement parks, airports and billboards. Requiring only the simplest open-faced reflector or hood, it is readily adaptable for any type of flood-lighting.

The 1958 Fluomeric is manufactured and sold by the Duro-Test Corporation of North Bergen, New Jersey.